

BREMONT

CHRONOMETERS

Bremont releases limited edition chronograph to celebrate Boeing's 100th anniversary

MARCH 2016



Bremont is delighted to announce the release of the beautiful limited edition Bremont Boeing 100. The Boeing 100 mechanical watch, limited to only 300 units, harks back to the early days of aviation with the beloved Boeing 'Totem' logo proudly present on its dark vintage brown dial. In recognition of Boeing's leading position as a commercial aircraft manufacturer, carbon fibre composite from the historically significant and technologically advanced Boeing Dreamliner flying testbed aircraft, ZA004, can be found integrated into the crown of each timepiece.

The anniversary timepiece is manufactured from Boeing aviation-grade Ti 6-4 titanium, a special metal that is significantly stronger than commercial titanium and used widely in both airframes and engine components within the aerospace industry. The distinctive brown colour of the Boeing 100 was inspired by a cockpit colour often used in the older Boeing aircraft called 'Boeing Brown' which was reportedly designed to make the cockpits more relaxing to be in. The hue also has that more vintage Bakelite look and feel of the older controls.

On 15th July 1916, Boeing began making the impossible, possible. William E. Boeing started producing a single wooden and linen aircraft, the Boeing Model 1 float-plane, which eventually led to the revolution of how we fly over continents and oceans today. This first Boeing aircraft was assembled in a lakeside hangar located on the northeast shore of Seattle's Lake Union, close to where Boeing is still based today. The Boeing Company is now the world's largest aerospace company.



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Much of Bremont's heritage and DNA is deeply rooted in aviation. Co-Founders Nick and Giles English, both pilots themselves, set out to make high quality watches of classic design durable enough to withstand any pressure an aviator's timepiece may endure. Having been Boeing's watch partner for a number of years, Bremont was very keen to celebrate the aviation company's incredible history with a rather special and unique timepiece.

Nick English, Bremont Co-Founder: "It has been tremendously rewarding working with Boeing on a technical level through material research, and to now twin this with the company's enviable 100 year history is very exciting."

James Newcomb, Boeing Director of Global Brand Management: "With this wonderful partnership already in place, how better a way to celebrate this historic moment in time than with a limited edition watch? This timepiece will undoubtedly, like many of Bremont's watches, become a piece of history in its own right."

The Boeing 100 is a mechanical GMT chronograph housing the BE-54AE chronometer rated movement. The timepiece has a 43mm hardened Ti 6-4 titanium case, a beautifully coloured vintage brown dial (a first for Bremont), and is wonderfully framed by an off-white scratch-resistant sapphire bezel. The sapphire crystal exhibition case-back showcases the beautifully finished movement.

When Boeing started searching for a watch partner, it was evident that they were wanting a lot more than simply a branded watch. The quality of Bremont's work made it clear that the two companies would make ideal partners. Over the last decade Bremont has manufactured limited edition timepieces in tribute to aircraft under the Boeing Company umbrella, for example, the North American P-51. Bremont has also been working extensively with the military; pilots serving globally from Alaska to Antarctica proudly wear Bremont watches designed and manufactured especially for their squadrons.

Timepieces have been designed to celebrate flying machines like the Boeing AH-64 Apache gunship and CH-47 Chinook helicopters, the large military transport C-17 Globemaster and state of the art jet fighters like the Boeing F-15 Eagle, F/A-18 Hornet and Super Hornet. At any moment, a Bremont will be airborne somewhere in the world keeping precise time for its pilot owner, even in the harshest of environments.

ABOUT BREMONT

Bremont is an award-winning British luxury watch brand, manufacturing mechanical watches in Henley-on-Thames, England. Bremont is also making considerable investment with its UK watch making and manufacturing and at the end of 2014 launched a new facility in Silverstone to manufacture case and movement components.

Co-founded by brothers Nick & Giles English in 2002, Bremont has made a substantial impact on the watch industry in a very short period of time. The brand remains true to its original principles of; British, Aviation, Engineering and Adventure.

As well as manufacturing watches for some of the most exclusive military squadrons around the world, Bremont continues to play an influential role in revitalising the British watch industry, the birthplace of numerous timekeeping innovations still used today. The brand is now in the top handful of chronometer producers in the world.

Bremont has been appointed Official Timing Partner to the 35th America's Cup and to the defending champion, ORACLE TEAM USA. Renowned as the oldest trophy in international sport the America's Cup first took place in 1851 on the waters off England's south coast. As the first official British timing partner to The America's Cup since 1851, Bremont has embarked on a very exciting project to produce a special edition collection of timepieces to celebrate its involvement.

ABOUT BOEING

Boeing is the world's leading aerospace company and the largest combined manufacturer of commercial jetliners and military aircraft. With a long tradition of aerospace leadership and innovation, Boeing celebrates its 100th anniversary on 15th July 2016.

The Boeing Company was born on a lake in Seattle on July 4, 1914, when William E. Boeing, looked into building his first aircraft, the Model 1, a utility airplane on floats, which was finally finished in 1916 when the aircraft was tested and his company incorporated (originally as the 'Pacific Aero Products Company'). Between world wars, the company embarked on air mail service. When Congress forced the Post Office to pay private companies to fly mail between distant cities, commercial aviation was born.

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BREMONT BOEING 100



BB100



BB100
CASE BACK

BREMONT BOEING 100 WATCH FEATURES

MOVEMENT

Modified calibre 13 ¼" BE-54AE automatic chronometer, 25 jewels, Glucydur balance, Anachron balance spring, Nivaflex 1 mainspring, 28,800bph, 42 hour power reserve, GMT functionality. Bremont Boeing skeletonised decorated rotor.

FUNCTIONS

Hour/minute/second, chronograph small counters with seconds, 30 minutes, 12 hours and 24H GMT hand with date at 4.5H.

CASE

Aviation-grade Ti 6-4 titanium with bi-directional rotating bezel with Super-LumiNova®. Bremont Trip-Tick® construction with scratch resistant DLC treated case barrel. Case diameter 43mm, lug width 22mm. Carbon fibre composite incorporated into crown.

CASE BACK

Aviation-grade Ti 6-4 titanium exhibition case back.

DIAL

Brown metal dial. Super-LumiNova® coated indexes and hands.

CRYSTAL

Domed anti-reflective, scratch resistant sapphire crystal.

WATER RESISTANCE

10 ATM, 100 metres.

RATINGS

C.O.S.C chronometer tested and certified.

STRAP

Calf-skin leather strap with titanium pin buckle.

CERTIFICATION

Individually serial numbered with accompanying C.O.S.C certification.

AVAILABILITY

Limited to 300 timepieces.